

Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts., New York



The Vogue of Twill Fabric in MISSES' TAILORED SUITS

Franklin Simon & Co. have Endowed these Custom Fabrics with Custom Workmanship in Spring Models Ready-to-Wear

9 MISSES' SUIT OF GENUINE TWILL CORD with straightline coat and new model skirt; navy blue, wren or pewter gray. 14 to 20 years. 68.00

11 MISSES' SUIT OF GENUINE TWILL CORD with one button belted box coat and new model skirt; navy blue, wren or pewter gray. 14 to 20 yrs. 68.00

13 MISSES' SUIT OF WHIPCORD TWILL, belted coat with tailored slot seams, new model skirt; navy blue, sand or black. 14 to 20 years. 58.00

MISSES' SUIT SHOP Second Floor.

Prompt Delivery Free. Anywhere in the United States. Phone 6900 Fitz Roy

Peck & Peck

Lot No. 19. All light weight sweaters, formerly \$16 to \$18, reduced to \$12.50

Lot No. 15. Pure thread silk stockings. Were \$3.50, now \$2.35; \$13.50 a 1/2 doz.

Lot No. 18. "Princess" — the famous Peck & Peck sheer silk stockings — formerly \$5.50, now \$3.65; \$21 1/2 doz.

Lot No. 17. Women's English wool stockings in browns, grays, lavats and heathers, plain or hand-clocked, fancy and ribbed, \$3.45 a pair. Were \$4.50 and \$5.00.

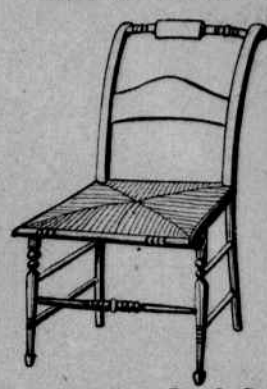
Lot No. 25. Among the values for men: French silk scarves at \$1.95 each, \$11.50 1/2 dozen. Formerly \$3.50 a piece.

Half Yearly Sale of Stockings, Scarves and Sweaters 20% DISCOUNT

THE delicate texture and fine workmanship of Peck & Peck hosiery, sweaters and scarves make it a real event when the Half-Yearly Sale brings discounts of 20% on everything in the shop, and even more in the case of the special items, some of which are shown in the illustrations.

PECK & PECK

586 Fifth Avenue at 48th Street
501 Fifth Avenue at 42nd Street
also at 4 No. Michigan Blvd., Chicago
At Palm Beach in winter, at Newport in summer

ESTABLISHED 1887
SHEPPARD KNAPP SON CO. INC.
39-41 West 23rd Street

Reproduction Rush Seat Chair or Rocker

in any finish

Special \$15.00

February Sale

Our entire stock of exclusive furniture now greatly reduced.



Maternity

Charming Lane Bryant fashions that differ in no way from prevailing modes, effectively conceal condition, expand as required. Can be worn after figure returns to normal.

Everything for Baby

from simplest slip to most elaborate layette—nursery furniture, etc.—most reasonably priced.

If unable to call, write Dept. N-1 for Free Style Book.

Lane Bryant
21-23 W. 38th St., N. Y.

Permanent Waves—
First we wash your hair. Then we put in the permanent waves by steam. Work by Monsieur Thomas, of Paris.
\$20 all over head.
\$1 per curl.
Chase-a-Gray de France used to restore gray hair to beautiful chestnut color. Sent \$1.15 postpaid. Applications \$3 and up.
Francis 8 West 37th Street

Has no hooks, eyes nor buttons. Slips over head, fastens at waist.

The Figure You Admire is Obtained by Wearing the Circuit

"It Beautifies as it Encircles"

All Good Stores—\$1.50 to \$3.00
Nemo Hygienic-Fashion Institute
New York

FEBRUARY SALE of Select Furniture and Rugs!

Commencing to-morrow we will be located at our new show-rooms, 17-19 W. 37th Street, upholding our reputation for quality and style, at LENNON'S well-known LOW PRICES.

LENNON & COMPANY
17-19 West 37th Street
near 34th Avenue
(Located at 153-7 W. 23rd St. since 1886)

The Oldest Yarn House

In America—Est. 1858.
Yarns, all colors, Columbian and Good Shepherd, 15, M. F. Cotton, French Tapestry, Tapestry Yarns, Chair Seals, Pillow Tops in point-point, up to \$1.89 each. Beautiful collection just arrived, Good Jackets, Hosiery, Sweaters, Knit Underwear.
HENRY HESSE,
399 Sixth Ave.,
94-95 Sts., New York City

BOHN
Silks All Colors

Bohn Syphon Refrigerator

The California Fruit Shippers will use only Bohn Syphon Refrigerator cars. Call and we will show you why.
Bohn Refrigerator Co.,
53 W. 42d St., N. Y.
913 Broad St., Newark

February Sale of Lamps, Shades and Furniture

EACH and every February sees the price of each and every Ovington lamp and shade discounted.

LAMPS AND SHADES
reduced by 10% to 50%

This year the reductions range from 10% to 50% and these reductions, be it remembered, are taken from prices which are recognized the country over as being reasonable and fair.

FURNITURE
reduced by 10% to 20%

This February brings this innovation that all Ovington furniture is also reduced in price by 10% to 20%.

And in furniture, as in lamps, more important than the discounts is the character of each thing shown.

The policy of good materials and sound values obtains all year 'round at Ovington's.

Ovington's showing of console tables, tea wagons, tip tables, muffin stands, etc. is probably unique in New York. And their discounts from 10% to 20% during February.

All Ovington lamps and shades are included from the tiniest boudoir lamp to the most stately floor standard, all of them reduced by 10% to 50%.

OVINGTON'S

"The Gift Shop of Fifth Avenue"

312-314 Fifth Avenue
Near 32nd Street
New York

Your Little Musician Deserves the Best Piano

MODERATELY PRICED

You ought to provide a Hardman Five Foot Grand for your little Pianist just as you engage the best musical instruction for her or him.

Occupies no more room than the average upright. Its rich distinctive tone is officially endorsed by the Metropolitan Opera House.

HARDMAN, PECK & CO.
FOUNDED 1842
433 Fifth Ave., New York City
Brooklyn-47-51 Flatbush Ave.
Represented in all Cities

The HARDMAN FIVE FOOT GRAND

REDUCE Easily, Naturally. Be Slender!

Three Slices of Basy Bread a day. Help reduce your weight in a natural way. Doctors' Essential Foods Co., Orange, N. J.

Dear Sirs:—As I have now finished my course of Basy Bread, would like you to tell me how to stay reduced permanently. Have certainly been well pleased with the results I have gotten from the bread, having lost 35 pounds. Can advise anyone to take this course without any inconvenience.

Mrs. J. M. B. Whitney, Texas.
DOCTORS' ESSENTIAL FOODS CO.,
21 Oakwood Ave., Orange, New Jersey

Your friends must have told you about Basy Bread, now a recognized standard weight reducing ration. Basy Bread is not a medicine or drug, but a wholesome and delicious food—scientifically prepared. There is no unpleasant dieting—no irksome exercises, in the Basy Bread course. Legions have reported remarkable reductions in weight with gains in strength and health.

You will be very much interested in the Basy Bread booklet, which gives reliable information on obesity and how to reduce. Write for your copy today. Sent in sealed, plain cover, postage prepaid.

BASY BREAD

REGISTERED—TRADE MARK

WHY HAVE GRAY OR FADED HAIR? HENNA D'OREAL

NEW FRENCH DISCOVERY which is composed of pulverized Henna and Herba provides the best coloring in the world. Not affected by previous dyes. Will not stain scalp or rub off. All shades, easy to apply. Beware of inferior substitutes. A perfect preparation proven to be absolutely the best. Price, \$1.00. Postpaid, \$1.60.

Blond Henna for lightening hair that has grown dark. Price \$2.25. Address Dept. B, H. VAILLANT, Hair Coloring, Specialized, 24 W. 37th St., N. Y. Tel. Fitz Roy 9790.

Reduce Your Flesh by wearing Dr. Walter's Reducing Rubber Garments

For Men & Women Cover entire body or any part. Send for Illustrated Booklet.

Dr. Jeanne A.C. Walter
215 Fifth Ave., N. Y.
Best Reducer, Price \$5.00 Billings Bldg., 4th Fl.
(Thin Reducer, \$2.50) (Entire Body, \$3.00)